

ABSTRACT

A liquid crystal display capable of reducing power consumption includes liquid crystal cells arranged in a matrix at crossings of a plurality of gate lines and data lines, a thin film transistor connected to the data lines in an alternating pattern based upon an arrangement of the data lines included in the liquid crystal cells, a data driver configured to supply a video signal to the liquid crystal cells and shift the video signal by one channel to the right to drive the data lines, and an interlayer-insulation material formed by organic insulation film having a dielectric constant below about 4. The interlayer-insulation material may be located between the data line and a pixel electrode formed in each of the liquid crystal cells.